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The Good Roses of NEW CASTLE!



SPRING-
SUMMER
1942

46th
YEAR

DAVID O. DODD

Magnificent Everblooming *Crimson Bush Rose*

Beautiful buds, enormous double, deep crimson flowers, 6 to 7 inches across. Free blooming. Sturdy bush 3 to 4 feet high. A great crimson Rose. Hardy, clean, healthy. Grow David O. Dodd for complete satisfaction. (Further description on page 5.)

2-Yr. Plants postpaid for

1st size, 30c each; 4 for \$1.00.
Star size, \$1.15 each, postpaid.

\$1.00
each

ALL PRICES
Include **FREE**
Delivery

Heller Brothers Co.

New Castle, Indiana

P. J. LYNCH & SONS, Owners

The Good Roses OF NEW CASTLE

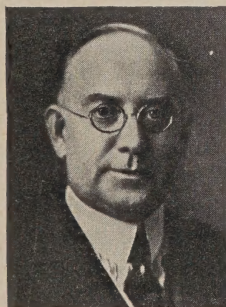
THE horsepower in the motor of an automobile is all-important. So, too, in a Rose plant is the motor or the roots of all-importance. Without strong, working masses of active roots a Rose plant is of comparatively little value. For nearly 50 years we have been perfecting this important essential. Our Roses are **pot-grown**. They are on **their own roots**. No wild suckers to contend with as frequently is the case in budded, dormant, field-grown Rose plants. These famous Roses of ours are grown in scientifically prepared benches where each plant receives individual care. Water is given them when they need it and during the growing season they are sprayed with pure water under high pressure to keep them clean, healthy and growing constantly. This important cultural system can't be followed in the production of field-grown Roses.

In the late fall during cold weather they are lifted from the growing benches and quickly transferred to large pots or crocks. The root action continues to develop during the entire winter months just as trees develop roots during the winter. The plants are kept just above freezing, 34 to 36 degrees. The entire action of the plant centers in making myriads of new, white feeding roots which cannot be made under any other method that we know of. With the opening of spring, these roots develop magnificent tops. The plants are shipped to you with all the winter-developed root action intact and when planted after all danger of severe frost is past in just ordinary good garden soil, they take hold instantly and give a splendidly developed plant ready to produce gorgeous flowers early and continuously. Our method of growing these guaranteed plants is not duplicated elsewhere.

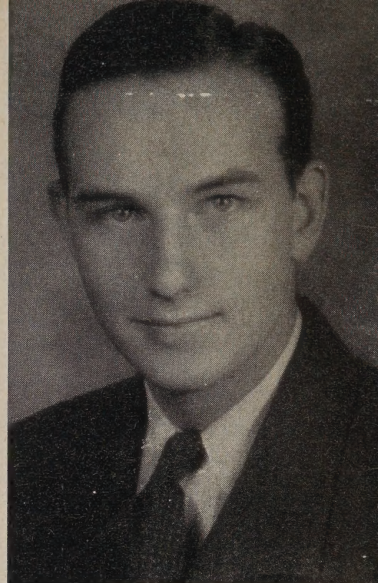
For planting early in the spring and any month thereafter until fall, they will give absolute satisfaction. We sell them, without the aid of the middleman, direct to you, taking pretty much all the risk out of your Rose growing.

Field-grown Rose plants are budded or grafted on a wild Rose root. In many cases there is not much danger of suckers or wild shoots from the wild roots, and when properly dug and stored by skilled and conscientious growers they give satisfactory results. But a great deal of disappointment arises from the thousands of plants produced in this way due to inefficient and inexperienced handling. Our Roses come to you, the planter, from us, the producers—scientifically grown and expertly packed.

Buy Our Roses—they are alive in full growth when you receive them!



P. J. LYNCH, Sr.
President



P. J. LYNCH, Jr.
General Manager

ALL PRICES INCLUDE FREE DELIVERY

But Read These Instructions

SHIPMENT BY MAIL

All plants are priced DELIVERED—we pay the postage to your door. The original purchase price is ALL YOU PAY. These Roses and other plants come to you with a portion of the original growing soil about the roots, securely wrapped in damp moss and water-proofed paper—fresh and alive. If heavier packing is desired, with all of the growing soil left intact about the root system, then shipment can be made by express. For express shipping please see the next column.

If it is not convenient for you to send Post Office Money Order or Check with order, we will gladly send goods by Parcel Post or Express, C. O. D. Just pay postman or expressman when the goods arrive. We guarantee safe delivery to your door.

SHIPMENT BY EXPRESS

Special Advantages

The purchaser pays transportation charges when plants are shipped by Express. If you desire this method of transportation, deduct 5c from the price of each two-year Rose, and 8c from the price of every Star Size Rose in your order. The plants will then come to you with all growing soil left about the roots, expertly wrapped in waxed, water-proofed paper of heavy weight. This is almost as though the plants were shipped in the original pots in which they were grown. These deductions in price are made so that our customers may avail themselves of these special advantages. You get all of the especially prepared Rose soil and the extra packing free. The soil is shipped intact, the roots being left undisturbed. This insures that your plants will arrive in perfect growing condition, each plant wrapped separately with all soil about the roots, in water-proofed paper.

PLANTING INSTRUCTIONS

HERE ARE ANSWERS TO YOUR QUESTIONS

SOIL—Good garden soil, such as will grow perennials, annuals, or vegetable crops is ideal. When possible, enrich the soil with humus material such as peat moss or well-rotted cow manure. Bone meal may be sprinkled upon the soil and turned also, for good results. In preparing the bed, spade deeply, 15 inches or more if possible, for good drainage and to hold moisture in dry weather. A drainage bed of gravel, or cinders below the bed is NOT necessary unless the planting is being made in unusually low lying ground where drainage is poor.

PLANTING—Plant Roses as a rule, if in beds, 18 to 24 inches apart. Baby Roses can be planted 12 to 18 inches apart. There is nothing ironclad about this—space them to suit your own tastes and to fit your situation. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting pour water around the roots until you are sure that the soil at the bottom of the roots is thoroughly wet. Don't be afraid to water at this period, and when this is done don't water until the soil has dried out somewhat. If the roots are kept wet all the time the young feeding roots will not develop. Allow the Roses to become a little dry occasionally, and then water thoroughly. Roots are developed when the plants are on the dry side from time to time. Syringe the under side of the foliage frequently with water under pressure. This will keep the plants free of a great many insects and helps to maintain health.

As the plants bloom, cut the flowers as they appear, and have the pleasure they are intended to give. The cutting of the blooms helps to develop more blooming shoots. When the plants are growing actively, feed them approximately every ten days

to two weeks, lightly, of course. Mulching with cow manure during hot, dry weather will aid greatly in keeping the plants growing lustily during this period.

WINTER PROTECTION—Don't commence protection until real freezing weather is at hand. First allow the plants to become dormant, then heap soil about the base of the Rose to a height of 4 to 6 inches. Just prior to rigorous winter weather cover the tops of the plants with cornstalks, straw, or similar material, this to shade the plants from mid-winter and early spring sunlight and, too, to deflect drying winter winds. Uncover the plants, the tops first, then the base, when growing weather is close at hand and the "eyes" or buds begin to swell.

PRUNING—Pruning may be done either in the spring or fall, in both instances, while the plants are dormant. Cut out a great percentage of the small wood, allowing the strength of the plant to produce new growth from the sturdier canes. Prune out about one-third to one-half of the growth of the plant. In subsequent years the plants may be pruned to within about six inches of the ground level.

MILDEW—This leaf disease makes itself apparent by a whitish fuzz upon the foliage. Being a fungus it thrives during the moist, damp conditions of spring and fall. Effective prevention or control can be had by spraying with Tri-ogen or dusting with sulphur flour.

BLACK SPOT—True to its name, this fungus shows itself as a black (sometimes brown) spot in the leaf. It, too, is promoted by the presence of water upon the foliage during the cool nights of spring and fall. Spray with Tri-ogen or dust with sulphur as a preventative, remove all infested leaves from the garden in controlling the disease.

POTTED ROSES IN THREE SIZES

First Size Plants are one year or more old; pot grown, winter rested with great vigor and health. They give amazingly quick results.

Two-Year Plants (many of them really three years in age) are splendidly branched and ready for immediate blooming.

Star Size Plants are the cream of the crop. These are the largest Roses from thousands of plants. Carefully selected as to size and perfect condition, these big, bushy Rose plants are our "De Luxe" product.

To Whom It May Concern:

"P. J. Lynch & Sons, owners of Heller Brothers Company, stand high in the business community and do an extensive nation-wide business. We recommend them as honorable, upright business men, whose guarantee may be relied upon at all times." Citizens State Bank, New Castle, Indiana.

ORDER EARLY

See **Free** Plant Offer On Order Sheet.

Add 5c for exchange on personal check.

OUR GUARANTEE

All shipments must be satisfactory when received or order duplicated or money refunded; whichever is preferred. Complaints, if any, must reach us within 10 days after receipt of shipment. We do not guarantee safe arrival of Canadian, United States Colonies, or foreign shipments. We give no guarantee, expressed or implied, as to the quality or productiveness of any plants or bulbs we ship. We strive to have our plants true to name but we do not guarantee it.

SATISFACTION GUARANTEED OR MONEY BACK!

Read What the U. S. Government Says: In bulletin No. 750, issued by Dept. of Agriculture, entitled "**Roses For the Home**," which of course may be relied upon as being impartial, and which is issued for the purpose of helping amateur Rose growers—this is what they say in regard to **Wildroot** Roses, which we do not grow, and **Own Root** Roses, which is our specialty, and which we have always claimed are the most satisfactory for amateur Rose growers:

"The expert who can constantly watch his plants may be successful with grafted and budded Roses, but the average grower would do best to use own rooted plants, even though they do not grow so fast. The few varieties that succeed only when grafted should not be tried until the grower has become expert in handling Roses. Climbing Roses are grafted less often than hybrid perpetuals, hybrid teas, and teas."

La Champagne . . .

- a Really Great Rose!

This is an outstanding, hardy, everblooming bush Rose of great merit and very rare. Its vigor, the beauty of its fancy colored bloom, its resistance to disease and abundant production of lovely flowers is equal, we believe, to any and all Roses now in existence.

Seldom during the entire season from June 'til frost is **La Champagne** without bloom—usually heavily laden with an abundance of gorgeous flowers. The buds are long, airily carried and graceful; color peach-pink with lilac overtones near the base, shading through peach to buff and lighter tones near the petal tips. These expand into large, cup-shaped blooms colored delicate peach, shaded richer peach near the center. The petals are unusually broad, giving the full blown flowers great size—25 to 30 petals—and of marvelous beauty.

Strong and vigorous plants produce sturdy stems that hold the buds and blooms airily erect and straight, even after heavy rains.

Although **La Champagne** is not an absolutely new variety it need not rely upon the allure of newness for its great popularity. It will prove its merits and grand qualities for you as it has for us. It is very rare and not found in many collections.

We do not hesitate to recommend **La Champagne** for the North, the South, the East, or the West—in short, wherever Roses are grown. It will grow, flourish and produce its strikingly colored flowers anywhere if given but half a chance. **Order Now.** Stock is scarce! A great Rose like this comes to us only once in a lifetime.



La Champagne—A Really Great Rose

THE PROOF OF THE PUDDING!

Mt. Sterling, Iowa,
April 3, 1941.

"In our state we had an Armistice Day freeze which killed our Roses. I had about 40 Hybrid Teas. When I uncovered them this spring, I found that every one of the own-root Roses purchased from Heller Bros. Co. was alive and growing, and every one of the budded or grafted Roses was dead. Although such an early freeze, while Roses are still blooming, is unusual, I shall never risk losing them again, so I am sending an order for Own-Root Roses that a freeze won't hurt."

MRS. R. E. N.

Prices

Strong 1st size Roses, 30c each; 4 for \$1.00.

2-year plants, \$1.00 each; 2 for \$1.75;
6 for \$4.50.

Star size specimen plants, \$1.15 each.

All prices postpaid.

The Glorious DAVID O. DODD



Giant Flowered
DAVID O.
DODD

among the
world's
greatest
hardy
crimson
Bush
Roses

It is with pride that we promote the widespread popularity of this amazing crimson beauty before the Rose lovers of America. **David O. Dodd** stands alone—we believe no other Rose of its color can compare in size and profusion of bloom . . . or for hardiness.

David O. Dodd produces in marvelous profusion, flowers 5 to 7 inches across with as many as 50 to 60 petals, on strong stems; a strong bush, growing to the height of 3 to 4 feet. Marvelous in its health and vitality. The magnificent, deep, dark crimson flowers, flushed deep scarlet, are borne on long, stiff stems. Buds superbly

formed; both buds and flowers are of immense size, deliciously perfumed. Continuous blooming. Foliage very large, highly disease resistant. Remarkable hardiness in all sections of the country.

David O. Dodd will astonish and amaze you. A great American novelty of the highest merit. We have an immense stock this year but we advise early reservations. Ours is from the original stock. Be sure to get the genuine **Dodd**—an American-born aristocrat which challenges any foreign creation to equal it. Buy American!

*Grand Junction, Colo.,
August 30, 1941.*

"I want to thank you for the Roses I ordered from you this spring. They all came in good condition and they are all blooming and growing fine. The David O. Dodd and the Jeannette Heller are certainly two beautiful Roses. The first size Roses which I ordered from you a year ago have done fine, too, and I am well pleased."

MRS. A. H.

PRICES

Strong 1st size Roses, 30c each; 4 for \$1.00.

2-year plants, \$1.00 each; 2 for \$1.75; 6 for \$4.50.

Star size specimen plants, \$1.15 each.

All prices postpaid.

Garden Gem—
Gorgeous New Rose



Everblooming

AMI QUINARD—Dark crimson buds opening into large semi-double blooms. The petals flex back near the tips, giving the full blown bloom a starlike effect. The deep, almost black, hue is retained until the flower fades. Growth moderately vigorous; blooms profusely. **2-year plants, 80c each; star size, 95c each, postpaid.***

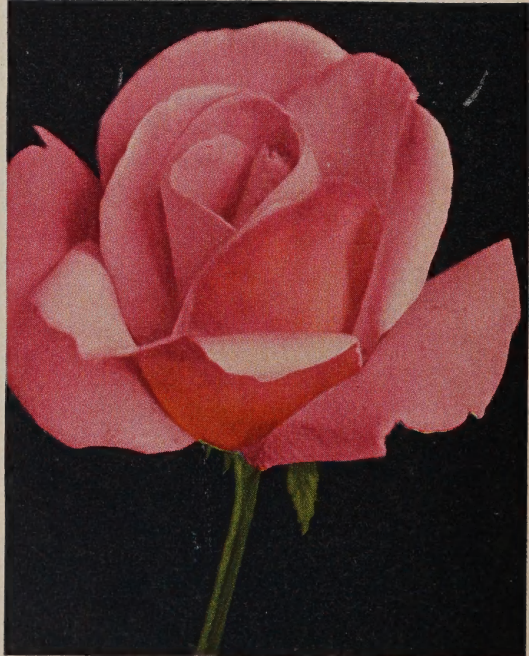
ANGELE—Large, white bud, with pale greenish tint at base of petals, opening into a majestic bloom of purest white. Strong, stiff stems and sturdy habits of growth make Angele ideal for cutting. Remarkable vigor of growth and resistance to disease and insect attacks. **2-year plants, 80c each; star size, 95c each, postpaid.***

CITY OF LITTLE ROCK—Beautiful bright pink. Large flowers borne on a strong growing plant. Free flowering. **2-year plants, 75c each, postpaid.**

COMMONWEALTH—Bud large, long, pointed; flower large, open, double, very lasting; deep pink, solid color; borne singly on medium strong stems; moderate fragrance. Foliage sufficient, leathery, disease resistant. Few thorns. Vigorous, upright; continuous bloomer. **2-year plants, 75c each, postpaid.**

GRACE NOLL CROWELL—(See illustration.) Color a brilliant rose with petals heavily veined with vinous crimson while the base of the petals is shaded primrose-yellow. Handsome buds opening into an immense perfect double bloom on long stiff stems. A grand grower and free bloomer. A great new Rose. **2-year plants, 75c each, postpaid.**

GARDEN GEM—(See illustration). Our new introduction. Clear, rosy crimson flowers with slightly laciniated or frilled petals—unique and beautiful. Long, pointed buds opening into full, double flowers of perfect form. Petals are waxy and of unusually good substance, making blooms ideal for cutting. Vigorous in growth, slightly dwarf; good branching characteristics. Blooms profusely. Unusually strong healthy foliage. **2-year plants, \$1.00 each; star size, \$1.15. Strong, 1st size plants, 30c each; 4 for \$1.00, postpaid.**



Beautiful Grace Noll Crowell

Any TWO 2-Year **\$1.40** Post-paid
ROSES
On this page (except where noted)
1st size strong Roses, 30c each; any 3 for 75c.
2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.
Star size specimen plants, 90c each.
★ 1st size plants not available in these varieties.
All prices postpaid. All strong, own-root, potted Roses.

Hardy Bush Roses

BRIARCLIFF—(See illustration.) One of the grandest Roses it has been our privilege to grow. Bud beautifully formed, long and solid, opening into one of the finest blooms of enormous size. Very double, a brilliant rose-pink. Splendid grower, free from black spot and mildew. Flowers in great abundance, on long, stiff stems. **2-year plants, 95c each, postpaid.***

CONDESA DE SASTAGO—A new highly colored Rose bearing large flowers of copper-red and rich yellow. Strong and vigorous growth. **2-year plants, 80c each; star size, 75c each, postpaid.**

CRUSADER—Rich velvety crimson of bright hue and of massive form. This Rose is one of the very finest of the reds. The flowers are very large, full, extremely double and petals of splendid substance. Plant is of moderate growth, with exceptionally fine, disease-resistant foliage. **2-year plants, 75c each, postpaid.**

ETOILE DE LYON—Magnificent, golden yellow. One of the hardiest of all Tea Roses. Strong, healthy growth, unusually so, bearing its superb flowers in amazing freedom and continually. Few Roses can compare to this golden yellow variety in the superb beauty of its flowers, which are immense in size; buds golden, opening into sweetly scented blooms which are fully double to center. This and "Alexander Hill Gray" are the two great yellow garden Roses and are generally hardy everywhere with winter protection. There are many Roses in commerce but none to compare, we believe, with these two great Roses in color and most of all, absolute healthy growth. **2-year plants, 75c each, postpaid.**

PRESIDENT HOOVER—(See illustration.) Novelty bush Rose, free-blooming, gorgeous colors—shades of orange, pink, coppery red, with orange-yellow at base of petals, suffused with rose-pink—dazzling and impossible to describe. Lovely buds, flowers 7 inches across, exquisite fragrance. Selected as the best of 40,000 new prospects, given highest honors and gold medals everywhere. Very hardy. **2-year plants, 85c each; star size, \$1.00 each, postpaid.***



The Great Briarcliff



Pres. Hoover

E. G. HILL—(See illustration.) One of the finest outdoor Bush Roses in existence today. Strong upright grower, vigorous and healthy. Buds ideal, long and pointed on good stout stems, open into a full double bloom of crimson-scarlet which retains its color until the petals fall. Blooms continuously from early season until late fall. Hardy everywhere. **2-year plants, 75c each, postpaid.**



E. G. Hill

Any TWO 2-Year **\$1.40** Postpaid
ROSES (except where noted)
On this page (except where noted)
1st size strong Roses, 30c each; any 3 for 75c.
2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.
★ 1st size specimen plants, 90c each.
varieties.
All prices postpaid. All strong, own-root, potted Roses.

Everblooming Bush Roses

ETOILE DE HOLLANDE—Bright red flowers of good size, fairly full, deliciously perfumed. One of the best Roses for garden culture because of its natural health. **2-year plants, 75c each, postpaid.**

DEAN HOLE—Silvery carmine with salmon shadings; coloring distinct, unique; handsome tribute to the eminent Rosarian whose name it bears. **2-year plants, 75c each, postpaid.**

DIXIE—Large cup-shaped flowers resembling the Radiance Roses, colored a delicate shade of salmon-pink. The texture and form of the blooms are unsurpassed. **2-year plants, 75c each, postpaid.**

COLUMBIA—(See illustration.) As a garden Rose, stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach-pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from disease. **2-year plants, 75c each, postpaid.**

AMERICAN BEAUTY—(See illustration.) The fame of this Rose is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long stiff stems. Hardy with protection. **2-year plants, 75c each, postpaid.**

MME. JENNY GUILLEMOT—(See illustration). A brilliant saffron-yellow Rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large with immense petals. Hardy and vigorous; in constant bloom. The equal of all yellow Roses. **2-year plants, 75c each, postpaid.**

FLESH PINK—Strong, vigorous grower producing rose-pink flowers. Remarkable upright habit of growth. The bushy plants are made up of strong, stiff canes. A fine variety. **2-year plants, 75c each, postpaid.**

FRAU KARL DRUSCHKI—The best hardy, snow-white Rose now known. Tremendously strong grower. Hardy everywhere; immense, glorious snow-white flowers. Practically everblooming, producing flowers as a rule through the entire season, especially in late fall. **2-year plants, 80c each; star size, 95c each, postpaid.***

KAISERIN AUGUSTA VICTORIA—(See illustration.) A great, hardy, everblooming Rose. Strong, sturdy grower; free flowering; has become one of the most popular of all white Roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long, stiff stems; deliciously fragrant; especially good in autumn. Plant is moderately vigorous and very hardy. A lovely, truly indispensable white garden Rose. **2-year plants, 75c each, postpaid.**

FRANCIS SCOTT KEY—(See illustration.) A magnificent garden Rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long, pointed, full and double. **2-year plants, 75c each, postpaid.**

PINK RADIANCE—(See illustration.) Gloriously formed flowers immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's 12 greatest Roses. **2-year plants, 75c each, postpaid.**

ANY TWO
2-Year ROSES \$1.40
On this page
Postpaid

(except where noted)

1st size strong Roses, 30c each; any 3 for 75c.

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.

Star size specimen plants, 90c each.

* 1st size plants not available in these varieties.

All prices postpaid.

All strong, own-root, potted Roses.

ALL ROSES POTTED, SUITABLE FOR PLANTING SPRING, SUMMER AND FALL.

American Beauty

Francis Scott Key

[8]

Mme. Jenny Guillemot

Pink Radiance

Columbia

K. A. Victoria

—hardy-beautiful

PINK COCHET—(See illustration.) Its large, full, and firm buds open into large, perfectly double flowers of splendid substance on long, stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors. **2-year plants, 75c each, postpaid.**

FREIHERR VON MARSCHALL—The large, full, well-shaped, bright red flowers are borne in profusion throughout the season. Its fine foliage is unusual. One of the best of the Tea Roses. **2-year plants, 75c each, postpaid.**

GAIETY—A splendid fancy colored Rose. Color, pink shading through red and brown to golden yellow at the base of the petals. Good foliage. Hardy and vigorous. **2-year plants, 80c each; star size, 95c each, postpaid.***

LADY HILLINGDON—(See illustration.) Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower. **2-year plants, 75c each, postpaid.**

TALISMAN—(See illustration.) Sensational and world-famous bush Rose, with very large, double blooms produced in constant profusion. Indescribable colors—brilliant orange-yellow with coppery red shades, blended into a combination seen in no other Rose; fragrant exquisite buds, very hardy, free-blooming. Among the most sensational introductions in fancy colors now known. **2-year plants, 85c each; star size, \$1.00 each, postpaid.***



Pink Cochet

Any TWO 2-Year ROSES \$1.40 Post-paid

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Star size specimen plants, 90c each.

★1st size plants not available in these varieties.

All prices postpaid. All strong, own-root, potted Roses.



Great Talisman



Lovely Lady Hillingdon



Kootenay

KOOTENAY—(See illustration.) Flower of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great Rose. **2-year plants, 75c each, postpaid.**

MARSHALL P. WILDER—Cherry-colored flowers shaded bright red. Strong grower. Fragrant. **2-year plants, 75c each, postpaid.**

GOLDEN CHARM—Pure yellow petals sometimes shaded light crimson on the tips. Brilliant green, healthful foliage like its parent plant, "Talisman." Splendid vigorous growth with upright canes and stiff stems. **2-year plants, 80c each; star size, 95c each, postpaid.***

GOLDEN GATE—Color, rich creamy white, shaded with a golden yellow and clear rose, of indescribable beauty. Immense in size, finely formed, with long, beautiful buds. **2-year plants, 75c each, postpaid.**

GOLDEN OPHELIA—Buds and flowers of fine size and beautifully formed, of a bright golden yellow. Hardy and a profuse bloomer. **2-year plants, 75c each, postpaid.**

HARVARD—A handsome double dark red Rose of exceptional merit. Blooms nearly black. Handsome long-pointed buds opening into a full double of the same dark shade. Fragrant as an American Beauty. Good growth and foliage. **2-year plants, 75c each, postpaid.**

GRUSS AN AACHEN—(See illustration.) Yellow buds tipped orange-red changing into salmon-yellow double flowers. Dwarf in habit with thick, well-branched canes and deep green foliage. An ideal Rose for bedding as well as for single specimens. **2-year plants, 75c each, postpaid.**

Everblooming

JOANNA HILL—Strong growing, ever-blooming hybrid tea bush Rose. Large, long, handsome buds, opening into a double bloom, deep yellow flushed with a coppery orange at base of petals. **2-year plants, 75c each, postpaid.**

JOHN COOK—Beautiful clear pink in color, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden Roses of our time. **2-year plants, 75c each, postpaid.**

JONKHEER J. L. MOCK—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden Rose. **2-year plants, 75c each, postpaid.**

MARGARET BELLE HOUSTON—An outstanding Rose of magnificent size and shape; of a rich, velvety crimson which retains its brilliancy throughout the season. **2-year plants, 75c each, postpaid.**

MME. BUTTERFLY—Buds a lovely shade of Indian ochre, yellow at base; opening flowers perfect in form, brilliant in color, and of delicious fragrance. **2-year plants, 75c each, postpaid.**



Gruss an Aachen

ANY TWO - 2-Year ROSES \$1.40

On this page (except where noted)

Post-paid

1st size strong Roses, 30c each; any 3 for 75c.

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.

Star size specimen plants, 90c each.

* 1st size plants not available in these varieties.

All prices postpaid.

All strong, own-root, potted Roses.

Bush ROSES

MARIE GUILLOT—Color pure white, sometimes faintly tinged pale yellow. Flowers beautifully made, very large, full and double; of sweet fragrance. **2-year plants, 75c each, postpaid.**

MME. EUGENE MARLITT—Exceptionally healthy, vigorous and free bloom. Flowers large, very double, rich bright carmine with scarlet tones which do not fade. A pleasing Rose. **2-year plants, 75c each, postpaid.**

MRS. B. R. CANT—One of the best, if not the best Rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant. **2-year plants, 75c each, postpaid.**

PRESIDENT TAFT—A most remarkable pink Rose, with a shining intense deep pink color of a very distinctive shade. Splendid novelty. **2-year plants, 75c each, postpaid.**

QUEEN LOUISE—New and beautiful, full double flowers; large, globular shape; color pure white. Strong branching grower. Splendid novelty. **2-year plants, 75c each, postpaid.**

RED LETTER DAY—A velvety brilliant scarlet-crimson bud opening into a cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson-scarlet; a Rose of exquisite grace. **2-year plants, 75c each, postpaid.**

BLUMENSCHMIDT—(See illustration.) Beautiful citron-yellow, outer petals edged tender rose. Very full, double flowers; remarkably vigorous grower. **2-year plants, 75c each, postpaid.**



Great Red Radiance

RED RADIANCE—(See illustration.) Has no superiors and few equals; identical with the original Pink Radiance except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate, has made this Rose as in the extreme south. It is one of the best garden Roses in the world. Very hardy and free blooming. **2-yr. plants, 75c each, postpaid.**

RHEA REID—The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff, erect stems. The color is vivid scarlet-crimson, gorgeous in appearance. **2-year plants, 75c each, postpaid.**

SOUV. DE PIERRE NOTTING—Color apricot-yellow, tinged with golden and mixed with orange-yellow, edge of petals shaded carmine-rose. **2-year plants, 75c each, postpaid.**



Blumenschmidt

ANY TWO 2-Year ROSES **\$1.40**
On this page (except where noted) Post-paid

1st size, strong Roses, 30c each; any 3 for 75c.

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.

Star size specimen plants, 90c each.

All prices postpaid.
All strong, own-root, potted Roses.

Blue Ribbon Rose

Dainty BABY DOLL

This lovely baby or miniature introduction of ours is the most unique of all Roses. The foliage is three times as plentiful as is usually seen and is highly insect resistant. It grows not to exceed 15 inches high, produces hundreds of perfectly formed, absolutely double, miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming! In hardiness and health it is superb, exquisitely formed, dainty and beautiful. The tips of the petals are vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that everyone who sees it exclaims, "What a wonderful Rose!" Perfectly hardy everywhere. In the writer's garden in bloom November 20th. **Strong 1st size plants, 30c each; 3 for 75c. 2-year plants, 80c each; 2 for \$1.50. Larger star size, \$1.00 each. All postpaid.** Ideal for bedding and edgings. Ask for quantity prices.



**Colors Rival
the Rainbow**

BABY DOLL Collection

**4 OUTSTANDING
ROSES \$2.75
for only Postpaid**

BABY DOLL. Dainty crimson-gold.

DAVID O. DODD. Superb red.

BRIARCLIFF. Rose-pink.

LA CHAMPAGNE. Salmon-peach.

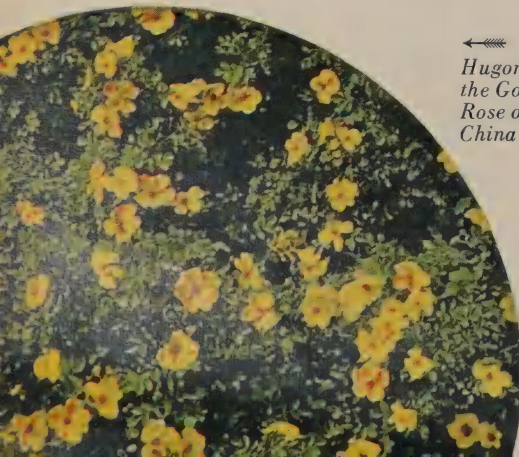
**All 4 Great Roses Above,
Beautiful 2-Year Plants,
\$2.75. All 4 Strong 1st Size
Plants, 90c. All 4 Star Size
Plants, \$3.25. Lusty Potted
Roses. All Prices Postpaid.**

Unusual Roses

NOW . . . A GREEN ROSE—A most interesting and remarkable Rose. Much sought for because of its oddity. Flowers are of medium size with small pointed petals set very thickly, which are the same color as the foliage—dark, pea green. Buds are especially beautiful. We believe we have the only stock of it now known. Much has been printed in the newspapers from coast to coast wherever it has been seen because it is surely a curiosity. Blooms constantly. **1st size strong Roses, 25c each; 3 for 65c. 2-year large Roses, 75c each; 2 for \$1.35. Star size plants, \$1.00 each, postpaid.**

ROULETTI—The world's tiniest Rose. The dainty buds of deep rose-pink opening into exquisite double flowers literally cover the miniature plants. Growth, about 6 inches in height, very bushy, healthy, absolutely hardy, blooming continuously; color, lively pink; open flower double, less than 1 inch in diameter. Fine for edging, rock gardens, window boxes. Exceedingly rare. **1st size strong plants, 25c each; 3 for 65c. 2-year plants, 75c each; 2 for \$1.35. Star size, 95c each, postpaid. Ask for quantity prices.**

HUGONIS—The Golden Rose of China. Unique, making a beautiful shrub, bearing immense wreaths, literally masses of single, clear, yellow flowers. Grows in the poorest soil to perfection. Needs no protection. With its immense wreaths and gorgeous flowers, it is truly a sight to behold blooming in early spring. In late fall foliage is a beautiful purple. Once planted it lasts a lifetime. Splendid for hedges. Ask for price per 25 or more plants. **1st size plants, 20c each; 3 for 50c. 2-year plants, 70c each; 2 for \$1.25; 6 for \$3.25. Star size, 80c each, postpaid.**



←
*Hugonis,
the Golden
Rose of
China*



→
*Rosa
Rouletti,
"Lovely
Midget"
Rose*

Everblooming

HARDY BUSH ROSES

MRS. A. R. WADDELL—(See illustration.) Rivals "Rev. F. Page-Roberts." Better grower, beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Really a jewel among Roses; too little known. Distinct, strong, free, hardy. **2-year plants, 75c each, postpaid.**

HOLT HEWETT—(See illustration.) Some growers report that this is one of the finest shaped Roses, and one of the best for exhibition purposes. Bud is well shaped on erect stems opening into large fine flowers of perfect form. Dark velvety crimson flushed scarlet. **2-year plants, 75c each, postpaid.**

ETOILE DE FRANCE—(See illustration.) The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large, massive, deep, full cup-formed flowers of clear red or velvety crimson. A superb garden Rose. **2-year plants, 75c each, postpaid.**

F. R. PATZER—(See illustration.) A Rose of striking and pleasing appearance, owing to the delicate blending of color, which is a creamy buff, with the reverse of petals a delicate warm pink, and as they expand the color becomes a light orange-pink. **2-year plants, 75c each, postpaid.**

Most Roses in 3 sizes—see prices below.

ANY TWO 2-Year ROSES **\$1.40**

On this page (except where noted)

1st size strong Roses, 30c each; any 3, 75c.

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.

Star size specimen plants, 90c each.

All prices postpaid.

All strong, own-root, potted Roses.



Mrs. A. R. Waddell



Holt Hewett



F. R. Patzer



Ettoile de France



Betty Upchurch



Dame Edith Helen

Everblooming HARDY ROSES

BETTY UPRICHARD—(See illustration.) Beautiful new two-toned Rose. Copper-red buds. Large semi-double flowers; brilliant orange. Carmine outside of buds, with light salmon shades. New and strong growing. **2-year plants, 80c each; star size, 95c each, postpaid.***

TEMLAR—Clear, bright crimson-red of exceedingly double form. Flowers wonderfully beautiful. **2-year plants, 75c each, postpaid.**

WHITE RADIANCE—Same characteristics as the Radiance Roses. Blush-white. **2-year plants, 75c each, postpaid.**

ROSE HILL—Improved Columbia. Pure rose-pink. Unsurpassed in size, beauty, and healthy growth. **2-year plants, 75c each, postpaid.**

EUREKA—The color is unusually brilliant and clear, of a bright rose-pink retaining its color well in the open flower. Buds of good size and beautiful formation. Foliage heavy and of a dark green color. Bush of erect growth and remarkably free bloomer. **2-year plants, 75c each, postpaid.**

DAME EDITH HELEN—(See illustration.) A wonderfully sturdy plant producing a large number of very large, clear pink flowers. The magnificent full and double blooms are delightfully scented with true Rose fragrance. An outstanding Rose. **2-year plants, 75c each, postpaid.**

LADY PLYMOUTH—(See illustration.) A Rose similar to Souv. de Pierre Notting, which means a handsome bud, full double bloom of large size. Deep ivory-cream, faintly flushed. **2-year plants, 75c each, postpaid.**

ANY TWO 2-Year ROSES \$1.40

On this page (except where noted):

1st size strong Roses, 30c each; any 3, 75c.

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.

Star size specimen plants, 90c each.

*** 1st size plants not available in these varieties.**

All strong, own-root, potted Roses.

All prices postpaid.

ROSES - Hardy as Oaks JUNE BLOOMING VARIETIES

F. J. GROOTENDORST—Bright red, clustered flowers. Double with slight fragrance. Edges of petals serrated. Extremely hardy.

NEW CENTURY—Bright, rosy pink, with red center, with petals widely bordered with creamy white.

SIR THOMAS LIPTON—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers. Hardy as an oak.

MAGNA CHARTA—Extra large, full flowers, very double; of fine form, and sweet; clear, rosy red, beautifully flushed with violet-crimson; sure and profuse bloomer.*

HENRI MARTIN—Hardy Moss Rose. Deep rosy carmine shaded to bright crimson. A most charming large Rose with exquisitely mossed buds.*

PAUL NEYRON—Immense double flowers; the largest Rose known; bright, shining pink color. One of the really great Roses.*

PRICES

**June-Blooming
Roses**

Strong 1st size plants, 25c each; any 3 for 65c. 2-year large Roses, 75c each; any 2 for \$1.40; any 6, \$4.00.

Star size specimen plants, 90c each.

*** 1st size plants not available in these varieties. All prices postpaid.**



Lady Plymouth

Baby Roses Colorful-Dainty

Vigorous growing, dwarf bushes always laden with brightly colored, dainty little blooms. Unexcelled for bedding, for lining walkways, for hedges . . . plant them liberally. Hardy and enduring.

ANY TWO 2-Year BABY ROSES \$1.40

1st size strong Roses, 25c each; any 3, 65c.

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.

Star size specimen plants, 90c each.

All strong, own-root, potted Roses.

All prices postpaid.

ELLEN POULSEN—Dark brilliant pink, borne profusely.

GEORGE ELGER—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

LA FAYETTE—Flowers large as "Paul's Scarlet." Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry-crimson.

MARIE PAVIE—Medium size, very full and double; borne in large clusters, white flushed carmine.

MISS EDITH CAVELL—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

MLLE. CECILE BRUNNER—Miniature, exquisitely formed buds and flowers of delicate pink suffused with yellow at base of the petals. The sturdy dwarf plants bear the blooms in graceful clusters surrounded by waxy, healthy foliage.

BABY ECHO—Brilliant lively pink, in large clusters.

BABY TAUSENDSCHON—Flowers white, delicately flushed pink, changing to deep rosy carmine.

GLORIA MUNDI—New, a favorite with us. Large, well-formed, double flowers, in greatest abundance; amazing color, brilliant orange-scarlet. The only Rose of its color.

CLOTHILDE SOUPERT—A strong dwarf grower, producing clusters of full, double flowers in amazing profusion continually. Color beautiful ivory-white, silvery rose center.

IDEAL—Enormous heads of blooms of intense, deep garnet.

RED BABY RAMBLER—Beautiful clusters of bright red flowers, borne in the greatest profusion.

ANNY MULLER—Flowers shiny, brilliant pink, produced in profusion all summer.



Gloria Mundi



Ideal



Anny Muller

Baby Rose COLLECTION

5 1st SIZE HARDY PLANTS 85c

Finest Varieties Grown.

MISS EDITH CAVELL—Crimson.

GLORIA MUNDI—Orange-scarlet.

IDEAL—Deep red.

GEORGE ELGER—Golden yellow.

MLLE. CECILE BRUNNER—Miniature pink.

1st size plants, 5 for 85c.

2-year plants, 5 for \$3.00.

Star size, 5 for \$3.50.

Prices Postpaid.

*White
Cochet*



EVERBLOOMING ROSES (Continued)

WHITE COCHET—Showy white occasionally tinged with pale blush. One of the finest white Roses for open-ground culture. 1st size strong Roses, 30c each; any 3, 75c. 2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00. Star size specimen plants, 90c each. All prices postpaid.

Elmwood, Pennsylvania

March 21, 1941

"The dozen first size Roses I ordered last year have been the envy of my neighbors and friends. They were marvelous."

MRS. H. F. B.



Gruss an Teplitz—One of the World's Best

ROYAL RED—Flowers enormous. Scarlet-red, almost black shadings; delicious fragrance. **2-year plants, 75c each, postpaid.**

ANY TWO

**2-Year
ROSES**

\$1.40

Postpaid

On these prices (except where noted)

1st size strong Roses, 30c each; any 3 for 75c.

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.

Star size specimen plants, 90c each.

All prices postpaid. All strong, own-root, potted Roses.

All Roses Pot-Grown for Safe Planting, Spring, Summer, Fall.

GRUSS AN TEPLITZ—(See illustration.) Considered one of the world's best Roses. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. Flowers are produced singly, sometimes in clusters, producing gorgeous effects. Splendid cutting Rose. **2-year plants, 75c each, postpaid.**

MME. FRANCISCA KRUGER—This beautiful Rose is of strong bush habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom. **2-year plants, 75c each, postpaid.**

ROBINHOOD—Rosy scarlet full blooms. This variety has extremely fine foliage that complements the fragrant crimson flowers. Blooms constantly. Hardy everywhere. **2-year plants, 75c each, postpaid.**

THE BRIDE—There is no other white Rose more satisfactory than "The Bride." The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer. **2-year plants, 75c each, postpaid.**

CRIMSON BEAUTY—(See illustration.) New. Our introduction. Improved "Gruss an Teplitz." Strong, clean, sturdy bush. Glowing crimson flowers, borne continuously. Very hardy. **2-year plants, 85c each, postpaid.**



Crimson Beauty

blooming Hardy BUSH ROSES

ALEXANDER HILL GRAY—(See illustration.) This lovely Bush Rose is one of the very best everblooming garden Roses. Our friends, everywhere, praise it in glowing terms. The color, which is a soft yellow, does not fade in the open ground. Buds and blooms are of perfect form, immense in size, as big as a tea cup, full and double, produced in continuous abundance. Extra strong grower and hardiest of all Tea Roses. **2-yr. plants, 75c each, postpaid.**

W. FREELAND KENDRICK—Flowers large, double. Color, flesh deepening to peach in center. **2-year plants, 75c each, postpaid.**

WHITE KILLARNEY—Like Pink Killarney, its great charm lies in the beautiful, long-pointed form of its buds. **2-year plants, 75c each, postpaid.**

SILVER COLUMBIA—An offspring of the great "Columbia," with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. **2-year plants, 75c each, postpaid.**

BRIDESMAID—(See illustration.) Valuable for cutting. Fine in the open ground; color fine, clear, dark pink. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea Bush Roses. **2-year plants, 75c each, postpaid.**

MRS. W. E. LENON—(See illustration.) Bright scarlet and vermillion buds opening into a full handsome double flower of almost perfect form, of large size. Fragrant almost as the world famous American Beauty. Extraordinary free bloomer and good grower. **2-year plants, 75c each, postpaid.**



Alexander Hill Gray



Bridesmaid



Mrs. W. E. Lenon

Selected Climbing Roses

Free Blooming Climbing Roses

BELLE OF PORTUGAL—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

CLIMBING CECILE BRUNNER—Color rosy pink, rich creamy white background. Plants sturdy growing but need protection.

CLIMBING CLOTHILDE SOUPERT—One of the best, bearing immense clusters of flowers constantly. Ivory-white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

CLIMBING HELEN GOULD—Climbing type of the beautiful "Helen Gould." Immense flowers, full and double, constantly produced. Warm watermelon-red. Superior.

CLIMBING GRUSS AN TEPLITZ—This is an exact counterpart of bush Rose, "Gruss an Teplitz," but is a fairly vigorous climber of the pillar type. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well-known. Blooms continuously through the growing season. One of the world's greatest everblooming pillar type climbing Roses; hardy everywhere.

CLIMBING PINK COCHET—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets." Will withstand the rigor of the northern winters with protection. Superb pink flowers of fine form and substance.

CLIMBING MARECHAL NEIL—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

ANY TWO 2-Year ROSES \$1.40 Postpaid
FREE BLOOMING CLIMBING ROSES

1st size strong Roses, 30c each; any 3 for 75c.

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.

Star size specimen plants, 90c each.

All strong, own-root potted Roses.
All prices postpaid.

CLIMBING WHITE COCHET—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

FREEDOM—Strong, hardy, rugged, new white climbing Rose. Flowers double, sweet scented, free blooming on long stems.

MRS. ROBERT PEARY—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

Hardy Climbing Roses

AMERICAN PILLAR—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

AUNT HARRIET—Amazingly fine with its masses of dazzling scarlet-crimson Roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

BESS LOVETT—Flowers fragrant, clear bright red, good size, double.

CHRISTINE WRIGHT—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double, borne in large clusters. A fine pillar Rose.

DOROTHY PERKINS—Shell-pink; extremely hardy, vigorous and free blooming. The shoots frequently grow 10 to 15 feet in one season. The perfectly double flowers are in immense clusters of thirty or forty.

SILVER MOON—Blooms very large, four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a Clematis-like flower.

BIRDIE BLYE

(See illustration.) One of the freest blooming hardy climbers. Bushes here bloom 5 and 6 times each season. Perfectly hardy everywhere. Strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great Rose.

All Climbing Roses offered in three sizes: 1st size, large 2-yr. plants, and still larger star size Roses.

FAVORITE COLLECTION OF HARDY CLIMBING ROSES

When once planted they last a lifetime! Ideal for covering trellises, arbors, garages and porches.

- 1 Tausendschon. Yellow and rose-pink.
- 1 Keystone. Yellow.
- 1 Birdie Blye. Lovely pink.
- 1 Climbing American Beauty. Rosy crimson.
- 4 Other Fine Varieties. Our selection.

ALL 8
HARDY CLIMBING ROSES
\$1.00 Post-paid

Tausendschon (See page 19)

Hardy Anywhere

CLIMBING AMERICAN BEAUTY

(See illustration.) Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as "American Beauty," with smaller flowers. Medium size flowers, each produced on separate stems in clusters, vivid rosy crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction. Once planted will last a lifetime. Ours is the genuine stock. Absolutely true to name, on its own roots.

EXCELSA—The flowers are very double, produced in immense trusses of 30 to 40 flowers to each truss. Color intense crimson.

GARDENIA—Very sweetly fragrant; creamy-yellow.

HEART OF GOLD—Hardy climber. Crimson with white at base of petals.

KEYSTONE

(See illustration.) Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color clear lemon-yellow. A fine hardy deep yellow free climber. This is a really great Rose.

TAUSENSCHON—Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose-pink. A tremendously vigorous plant, bearing thousands of blooms early in the season and continuing late. It is among the most satisfactory of climbers. (See illustration, page 18).

"I was very much pleased with my shipment of Roses. Your catalog certainly did not over-rate them for the fine plants they were or the condition in which they would be when received. They are doing splendidly."

—A. C., Columbus, Ohio, May 31, 1941

WHITE DOROTHY PERKINS—A rampant grower, and in a short time will cover a large trellis. Glistening white.



Climbing American Beauty



Keystone

Birdie Blye (Description on page 18)



PAUL'S SCARLET

(See illustration.)

This great climbing Rose is one of the few best Roses for home planting, blooming freely early and then frequently in late fall. Color a flaming scarlet, a striking color. Makes a brilliant display. Hardy everywhere. The petals do not fade like many climbing Roses. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight. We like it better than "Blaze."



Paul's Scarlet Climber

ANY TWO

Two- **\$1.40**
Year

ROSES Postpaid

Hardy Climbing Roses
Pages 18 and 19

1st size strong Roses,
30c each; 3 for 75c.

2-year large Roses,
75c each; any 2,
\$1.40; any 6,
\$4.00.

Star size specimen
plants, 90c each.

All prices postpaid.

Brighten the Fall Garden

These famous New Castle Chrysanthemums are among the most beautiful of all outdoor flowers, and our list includes every color and shade imaginable. We are justly proud of this modern, up-to-date list of the finest kinds. Blooming in fall, they continue showing gorgeous flowers even after heavy snow. They are indeed the glory of the autumn days. Blooming dates and approximate heights are given at end of each description.

PRICES INCLUDE FREE DELIVERY

New! Outstanding Chrysanthemums

LAVENDER LADY—(Bristol, 1939.)

Blooms true lavender, a rare and much sought for color in the floral kingdom. No trace of mauve, purple, or magenta appears under any light condition. Flowers full double, 3 inches in diameter, and perfectly spaced on branching sprays. Blooms October 8th. Height 2½ ft. **30c each; 3 for 75c.**

GOBLIN—(Bristol, 1940.) A lovely,

distinct, warm golden bronze—attains perfection for Halloween. Airy, graceful. Height 2 feet. **30c each; 3 for 75c.**

PYGMY GOLD—(Bristol, 1938.) Distinctive dwarf, golden yellow.

Miniature flowers one inch across. Remarkable bushy habit of growth and early, free-flowering habits. Sept. 10th. **20c each; 3 for 50c.**

MRS. P. S. DU PONT III—(1941 Introduction.)

One of the finest Chrysanthemums yet produced. The dominant shade is soft peach-pink, tinted with luminous sheen. The unusual new color of the double shapely flowers coupled with the hardiness and vigor of the free-branching plant make this the perfect Chrysanthemum. **40c each; 3 for \$1.15.**

JASPER SPOON—(1941 Introduction.)

(See illustration, page 22.) The highly artistic flowers are composed of slender tubular petals flattening into little miniature spoons near the ends. The tubes are arranged in a nearly double pattern radiating from a small yellow center, colored a soft, clear yellow, shading into brilliant jasper-red at the spoons near the outer ends. The most unusual of all the great garden Chrysanthemums. **35c each; 3 for \$1.00.**

ROSE SPOON—(1941 Introduction.)

Large, showy flowers a full 3 inches in diameter of luminous rose. The tubes raise upward from the center, giving a highly pleasing effect. **35c each; 3 for \$1.00.**



[20]

Ember (See page 22)
The Moor (See page 22)
Pygmy Gold

King Midas (See page 22)
Mrs. P. S. du Pont III
Caliph (See page 22)

→
Goblin

Autumn Glory Chrysanthemum Collection

Six Early Flowering, Hardy 'Mums, 60c, Postpaid

ALADDIN—Rich coppery bronze.

ASTRID—Warm shell-pink.

GOBLIN—Golden bronze.

R. MARION HATTON—Bright, shining yellow.

THE MOOR—Rich wine-red.

VULCAN—Carmine-red with lustrous sheen.

One each, strong plants, of these great varieties, 6 in all, only 60c, postpaid.

ALL PRICES INCLUDE FREE DELIVERY



- PLANT 'MUMS

GOLDEN SPOON—(1941 Introduction.) A profuse bloomer covered in autumn with semi-double flowers of glistening, bright, golden yellow with delightful apricot sheen. **35c each; 3 for \$1.00.**

DEAN KAY—One of the hardiest Chrysanthemums now known. Will winter without damage in even the most northern states. The semi-double flowers, colored a pleasing lavender-pink, are borne in profusion from early summer until hard frost and snow. **35c each; 3 for \$1.00.**

PRINCE CHARMING—A truly charming new kind, bearing large, single, bronze flowers on strong erect stems. Early. **30c each; 3 for 75c.**

Hardy Cushion 'Mums

RED CUSHION—A new well-formed Cushion variety, bearing flowers earlier than the older variety of the same name. Of compact growth, excellent hardiness and fine form. **30c each; 3 for 75c.**

YELLOW CUSHION—New golden yellow cushion 'Mum, quickly develops into a compact mound-shaped plant. Completely covered with clear golden yellow, double blooms. Striking novelty. **20c each; 3 for 50c.**

HARVEST GOLD—Beautiful golden yellow blooms of fine substance borne from August through fall. The plant is vigorous and of compact habit, rarely exceeding a height of 12 inches. **30c each; 3 for 75c.**

LITTLE BOB—A charming low-growing variety from England that is different and considerably better than the popular Cushions. The plant forms a perfectly symmetrical mound of sturdy compact growth and produces the double, rich mahogany button flowers in great profusion in early fall. Strong and wiry stems. **40c each; 3 for \$1.10.**

MAJOR CUSHION—Lively, glowing, salmon-pink flowers held on stiff stems against a background of deep green, healthy foliage. Flowers fuller and of better substance than Pink Cushion yet has retained the excellence of growing habit and earliness of bloom of this great favorite. Blooms prolifically. This great new variety will be a grand addition to your garden. **30c each; 3 for 75c.**

WHITE CUSHION—This novelty possesses the same habit of growth as the other Cushion 'Mums and blooms with the same free habit but flowers are snowy white with clear yellow center. **20c each; 3 for 50c.**

All prices on pages 20 and 21 are postpaid.

The Yellow Cushion Chrysanthemum



Over 1000 Blooms on a Single Plant



Dainty Lavender Lady 'Mum

Rainbow Collection CUSHION 'MUMS

Sensational new hardy Cushion 'Mums, 700 to 1000 perfect blooms on a single plant first year. We offer 1 each strong blooming plants, Pink, White, Bronze, Red, Yellow Cushion 'Mums. All labeled.

5 In All 70c Postpaid

NEW CASTLE *Chrysanthemums*

HARDY CUSHION 'MUMS—Continued

BRONZE CUSHION—Another member of this unusual family is this variety which flowers a delightful bronze from September 'til frost. **20c each; 3 for 50c.**

PINK CUSHION—Low compact bushy growth. As many as 1000 blooms produced on one plant from August to late November. **20c each; 3 for 50c.**

New Varieties

Strong plants, 20c each; 3 for 50c.

INDIAN SUMMER—Shaggy, double, 3-inch flowers of vivid, glowing orange. Sturdy, erect growth. Of medium height. Bears full bloom October 15th. Outstanding recent introduction.

SYMPHONY—Mauve-rose overcast with a sheen of soft coppery rose. Acquires silvery lilac and faint copper tones upon maturing. Flowers are large, double and carried on heavy sturdy stems. New. October. Tall.

THE MOOR—Brilliant amaranth-purple or port-wine-red. Fully double flowers 3 inches across. Late September. Medium.

CALIPH—The finest velvety red. No 'Mum so rich and lovely. 2½ ft. Early October.

KING MIDAS—Large bronze-yellow double flowers in late September. Hardy, handsome, free-flowering plant. 2½ ft.

EMBER—Lovely, coral-orange and luminous bronze. Late October. 2½ ft.

MANDARIN—Gorgeous variety of recent introduction producing perfect double flowers of coral, salmon and coppery gold. Early. October. Dwarf.

Selected Fine Varieties

Strong plants, 20c each; 3 for 50c.

AMOSKEAG—Extremely hardy, dwarf variety bearing semi-double light bronze flowers. Highly desirable. Mid-September.

BARNEGAT—Lovely semi-double clear yellow. Extremely hardy. Dwarf. Mid-September.

JUDITH ANDERSON—Clear yellow flowers of lovely form. Vigorous and hardy.

ALADDIN—Bears rich coppery bronze flowers which are overlaid with apricot. Flowers in late August. Medium height.

JEAN TREADWAY—Tightly formed, beautifully shaped blooms of deep, clear pink, in center shading to soft rose and coral near petal tips. Blooms October 1st. Medium height.

MARIE ANTOINETTE—Deep pink flowers borne October 15th. Medium height.

R. MARION HATTON—Bright canary-yellow blooms freely produced. October 1st. Medium.

RUTH CUMMING—Unusual shadings of terra-cotta-bronze. Early October. Medium.

VIVID—Bright rosy red. Fine deep green foliage. October 1st. Medium.

YELLOW NORMANDIE—Bright yellow flowers. October 1st. Medium.

ALL PRICES ON THIS PAGE POSTPAID

The culture of Chrysanthemums is simple. Plant in good rich garden soil and do not overwater but keep plants moist to bottom of the roots. Give good drainage by digging soil deep. After plants develop enrich them with any good standard fertilizer, also mulch with well-rotted manure. Pompons are hardy. Large flowering varieties are semi-hardy and should be mulched heavily or the clumps can be lifted and stored inside during the winter, just like Dahlias. Pinch off small side buds if extra large flowers are desired. **ALL PRICES INCLUDE FREE DELIVERY.**

Korean 'Mums

Strong plants, 15c each; 4 for 50c.

APOLLO—Large, single flowers of bronze, gold, and salmon. October. Medium.

CERES—Soft bronze. Single with open yellow center. October. Medium.

COUNTRY GIRL—Sparkling pink flowers 3 to 4 inches across. October. Tall.

DAPHNE—Lilac-rose overlaid with daphne-pink. Single. Early October. Medium.

HEBE—Pink suffused with lavender-pink tones. October. Medium.

LOUISE SCHLING—Large single, salmon-yellow diffused with red. October. Medium.

THALIA—Lively, semi-double, orange-yellow. Compact growth. October. Dwarf.

PROFUSION—Rich coppery old gold, daisy-like flowers in abundance. October. Medium.

Large Flowering Chrysanthemums

Strong plants, 15c each; 4 for 50c.

AMBASSADOR—Large incurved white. October. Tall.

GOLD LODGE—Large, clear yellow. October 1st. Medium.

MRS. H. C. KIDDER—Fine yellow. October 25th. Medium.

QUAKER MAID—Pure white. Large. October 5th. Medium.

ROSE PERFECTION—Immense rosy pink. November. Short.

SILVER SHEEN—Silvery white. October 20th. Medium.

SNOW WHITE—Fine white. Late October. Medium.

HARVARD—Crimson. Late November. Medium.

Superb 'Mum Set of 8 Chrysanthemums

These are the varieties with immense flowers that sometimes measure six or seven inches across. Sure to grow and absolutely sure to bloom this year. **Eight superb varieties carefully chosen, our selection, from the above list, 75c, postpaid.**

Dainty Button 'Mums

Strong plants, 15c each; 4 for 50c.

IRENE—Miniature, white, button flowers. October 15th. Dwarf.

JEWELL—Large, pink, button blooms. Early October. Dwarf.

PINK DOT—Rose-pink. October. Medium.



Korean 'Mum, Country Girl



Jasper Spoon (See page 20)



Rosenburg



Lillian



Europa



Daily Sketch

Gay - Hardy PHLOX

immense heads of bloom are of the most delicate colors and are produced in continuous profusion. These are the best kinds.

DAILY SKETCH—Delicate salmon, carmine eye.

LILLIAN—Delicate cameo-pink, large flowers.

GEORGE STIPP—Deep glowing salmon. New.

Hardy Perennial Phlox are most satisfactory, for once planted they are permanent, require little or no protection, and are almost free from all insects and diseases. The

MIA RUYS—Lovely pure snow-white. Dwarf.

MILLY VAN HOBOKEN—Bright cerise-pink.

SALMON GLOW—Lively salmon, deeper eye.

AFRICA—Brilliant carmine-red blood-red eye.

BORDER QUEEN—Lovely dwarf salmon.

LEO SCHLAGETER—Glowing orange-scarlet. New.

ROSENBURG—Beautiful purple. Red eye.

EUROPA—Pure white, crimson-carmine eye.

RHEINLANDER—Strong, large salmon-pink.

Strong, vigorous, field-grown plants for immediate effect, 30c each; 3 for 75c; 8 for \$1.75, postpaid. One each, 12 Phlox above, \$2.25, postpaid.



Salmon Glow



Mia Ruys



Rheinlander



Africa

Colorful Gladioli

IMPERIAL—New. Gorgeous lavender-pink.

AFTERGLOW—Deep orange shading to unmarred yellow on lower petals. Distinct and striking.

FLAMING VALE—Tall, long spikes of deep, cardinal-red flowers. Throat deeper red.

FAIREST PEARL—Beautiful cream tinted white with soft yellow on lower petals. An outstanding white.

PICARDY—Pink, tinged apricot. Finest of Gladioli.

PINK DELIGHT—Soft, rich rose-pink. Throat delicate cream. Unusual and distinct.

PREDOMINATOR—Salmon-scarlet with feather of velvety red on lower petals.

KUNDER'S YELLOW WONDER—Buttercup-yellow with deeper coloring in throat. Winner of many awards.

HIGHLAND LADDIE—Beautiful, massive pink.

Prices: Any 2 for 20c; any 6 for 40c; 70c per doz., postpaid.

MIXED GLADS

A rich mixture of all shades and colors. All large blooming size bulbs. 50c per doz., postpaid. FINE BULBS ONLY.



Imperial



Kunder's
Yellow
Wonder

Predominator

Highland
Laddie

HARDY PERENNIALS

The ever-increasing demand for hardy perennials is testimony enough to the adaptability of these gay flowers in making modern gardens more colorful—more enjoyable. In the border plant them in groups of three or more to give substantial color masses. Arrange the taller growing varieties to the back, and design the border with a season-through color effect in mind. Space about the same distance as the height of the variety. Heights and blooming times are given in the descriptions.

ACHILLEA, The Pearl. 2 ft. Double white flowers produced in large sprays all summer. Fine for cutting.

ALYSSUM, Saxatile Compactum. 9 to 12 in. Dwarf Golden Tuft, Basket of Gold. One of the showiest of spring flowers. Blooms April and May.

AQUILEGIA, Crimson Star. 2 ft. Bright blood-crimson sepals and spurs with white petals. New and attractive. The large flowers appear in spring and early summer.

Mrs. Scott Elliott's Hybrids. 2 ft. Large long-spurred flowers. Blooms during late spring and summer.

ASCLEPIAS Tuberosa (Orange Butterfly Plant). An unusually attractive plant bearing umbels of bright orange flowers in July and August. Much sought for because of its rare bright color.

ASTER, Amethyst. 3 ft. Outstanding purple-blue Aster. The nearly double flowers appear in September by the hundreds on sturdy up-right stems.

Beechwood Challenger. 5 ft. Flowers clear red with bright yellow centers. Strong disease-resistant plants are covered with a mass of crimson bloom through September. (See illustration.)

Strong, Heavy Perennials

Pages 24 and 25.

(Except where noted)

30c each

3 for 75c

12 for \$2.25

All Postpaid



Bleeding Heart (page 25)



Aster, Beechwood Challenger



Hardy Delphinium (page 25)



Aster, Harrington's Pink (page 25)

HARDY ASTER Collection

5 Great Kinds,
Only \$1.00

Amethyst. Lovely lavender-blue during the autumn days.

Beechwood Challenger. Deep, clear red with contrasting yellow center.

Mt. Everest. Pure white flowers covering a pyramidal plant.

Harrington's Pink. Lovely glowing pink.

Nancy. Pale pink blooms on compact dwarf plant.

One sturdy plant each of these fine, hardy, fall-blooming Asters, 5 in all, only

\$1.00

Post-paid

or Permanency . Beauty . Pleasure

HARDY PERENNIALS: 30c each; 3 for 75c; 12 for \$2.25, postpd.

ASTER, Mt. Everest. 3½ ft. Finest of white Asters. An abundance of lateral growth makes the plant a pyramid of gorgeous yellow-centered flowers. Highly recommended for the fall-blooming border.

Nancy. Extremely bushy, dwarf growing plants covered in September with delicate flesh-pink flowers. Vigorous and disease resistant.

Harrington's Pink. The first of the truly pink Asters. The sturdy plants are literally covered in September with the clearest shining pink flowers imaginable. The heads of bloom contain not another shade of color to conflict with its true rose-pink. We think it the most beautiful of all fall-blooming Asters. **40c each; 3 for \$1.15, postpaid.** (See illustration, page 24.)

BLEEDING HEART. 2½ ft. Deep rose heart-shaped flowers gracefully drooping from willowy stems. Blooms April-June. (See illustration, page 24.)

CARNATION, Crimson King. 1½ ft. Free blooming, hardy variety bearing dazzling crimson flowers from spring through to fall with remarkable abundance. Long slender stems for cutting.

CASSIA Marylandica (Indian Senna). Handsome plants with pinnate foliage and numerous racemes of showy, yellow flowers during July and August. After blooming the foliage appears a delightful brownish green, making it highly desirable for foliage arrangements.

CHINESE LANTERN. 2 ft. An ornamental plant freely producing bright orange-scarlet lantern-like flowers which can be cut and dried for winter bouquets.

COREOPSIS. 2 ft. A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are a golden yellow. Graceful, invaluable for cutting, having long, graceful stems.

DELPHINIUM, Blackmore and Langdon Hybrids. 4 ft. Plants tall and erect. Mixed hybrids displaying a dazzling array of colors ranging from light blue to delicate pink. (See illustration, page 24.)

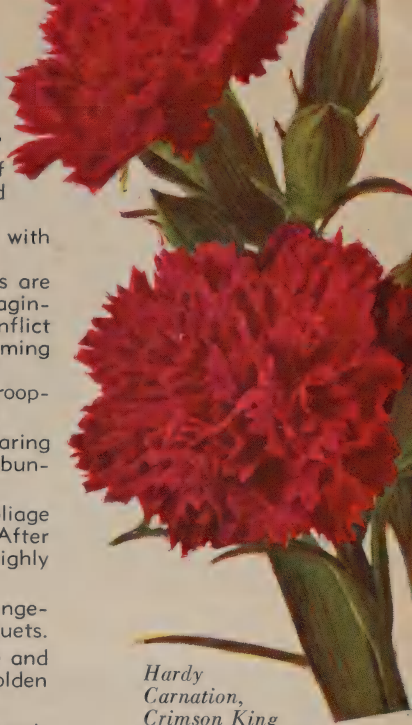
Belladonna Improved. 4 ft. Flowers exquisite turquoise-blue, unexcelled in delicacy and beauty. Blooms more freely than any other variety, never being out of flower from June until frost.

Bellamosum Improved. 4 ft. An exact counterpart of Belladonna Improved except blooms rich deep blue.

DIANTHUS Plumarius (Clove Pink). 12 in. Clear pink shading to various degrees of red. Blooms the entire season. Extremely hardy and of vigorous growth.

Loveliness. A lovely new variety with mauve-pink deeply laciniated flowers. Exquisitely scented. Blooms freely and profusely. 12 inches.

Little Joe. The most interesting and desirable of the new Dianthus introductions. The compact plants are made up of distinct blue, piney foliage bearing large, single flowers of deep crimson the season through. Its disease resistance and the profuseness of the blooms even up until heavy frost make this a grand plant. (See illustration on page 26.) **35c each; 3 for \$1.00, postpaid.**



*Hardy
Carnation,
Crimson King*



*New Pentstemon, Garnet
(See description on page 26)*



*Gypsophila, Flamingo
(See description on page 26)*

HARDY PERENNIALS—Continued



New Dianthus, Little Joe
(Description on page 25)



Diener's Double Fringed Shasta Daisy



Tritoma, Mt. Etna



Achillea (Description on page 24)



Platycodon

GAILLARDIA, Burgundy. 2 ft. 2½-

inch wine-red flowers, borne on stiff, long stems from June until frost.

Dazzler. 2 ft. Large golden yellow flowers with rich maroon-red center.

Goblin. 1 to 1½ ft. Profuse blooming dwarf variety. Large bright yellow flowers zoned in red.

GYPHOPHILA (Baby's Breath).

Bristol Fairy. 2 to 3 ft. Large panicles of double, white flowers borne continuously throughout the season.

Flamingo. (See illustration on page 25.) The finest of all Baby's Breath. Color dainty, pale pink during the summer months appearing deeper during the fall. The foamy, delicate heads of dainty flowers blend beautifully in floral arrangements, lending the warmth of their soft pink shades. **50c each; 3 for \$1.35.**

HARTJE & ELDER DAISY. Early flowering "Memorial Daisy." The white flowers are of medium size and excellent both in the border as well as for cutting.

HESPERIS Matronalis (Sweet Rocket). 2 to 3 ft. Purple flowers in showy spikes in June and July. Fragrant.

HIBISCUS (Marshmallow). 6 ft. Enormous single blooms from June to September. Red, Pink, or White.

LIATRIS (Blazing Star). Produces long, slender spikes 4 feet in height of rich, clear purple in early September. Fine keeping qualities.

PARDANTHUS Chinensis (Blackberry Lily). A lovely, old-fashioned flower of attractive orange spotted black. Late in the season, shiny black seeds resembling blackberries are formed.

PENTSTEMON, Garnet. (See illustration on page 25.) Not enough can be said about this great new introduction. Large flowers, vigorous habit of growth, rich, deep garnet color, resistance to disease, ease of culture, profuseness of blooms, and flowering season from June through 'til frost, leaves virtually nothing lacking in this great perennial. The flowers are carried on stems 12 to 18 inches tall and when cut last a full week in water. The plant is of spreading and bushy habit of growth, yielding from six to twelve spikes of bloom through its blooming season. The deep garnet color is rich and handsome. Very hardy. **40c each; 3 for \$1.15.**

PHYSOSTEGIA Compacta. 1½ ft. Rose-colored flowers in close compact spikes. Among the most popular perennials because of the delicate beauty of the tubular blooms supported on dense, bright green plants.

PLATYCODON, Early Giant Blue. 2½ ft. Large blue, cup-shaped flowers of great beauty, appearing from July to October.

PYRETHRUM Roseum (Painted Daisy). 2 ft. Rosy red blooms appearing on the plants through May and June.

SHASTA DAISY, Diener's Double Fringed. 2 ft. The large shaggy flowers are made up of a double row of narrow petals which are curled and frilled outward from the yellow center, giving the bloom almost the appearance of a large shaggy Chrysanthemum. The plant is vigorous and produces the unusual blooms during midsummer and early fall. Outstanding. **35c each; 3 for \$1.00.**

SIDALCEA, New Mixed Hybrids. 2½ ft. Spires of rosy bloom. Long stems suitable for cutting.

SILENE Orientale, Bright Red. 2 to 3 ft. Compact flowers of bright crimson borne on long slender stems in midsummer.

TRITOMA (Red Hot Poker), **Mt. Etna.** 4 ft. Rich orange-scarlet and coral-orange waxy flowers appearing freely in late summer and continuing until October. Excellent cut flower. **35c each; 3 for \$1.00.**

VERONICA (Speedwell), **Incana.** 1 ft. Numerous flowers of rich blue held on a graceful spike in July and August. White, woolly foliage gives unusual appearance to variety even when out of bloom. Splendid for edgings and for the rock garden.

Strong, Heavy Perennials

(Except where noted)

30c each

3 for 75c

12 for \$2.25

All Postpaid



10 SUPERB CARNATIONS **\$1.00** Postpaid

One Each of Any Ten Named Varieties

Think of it! One each of any 10 glorious Carnations, the cream of the world's best kinds described above, strong blooming plants, that will produce immense flowers in marvelous abundance this year, early and until frost—all for \$1.00 postpaid, your selection.

An Astounding Offer!—Don't miss it!

Summer Flowering Carnations

Just think what pleasure you can get from ten fine plants of these lovely cut-flower Carnations. Blooms cost from two to three dollars a dozen in florist shops. Will bloom in abundance this year. You can have such flowers all summer long till frost but before frost bring the plants indoors, pot them in good garden soil and they will bloom all winter long, producing lovely flowers in abundance, large in size, exquisite clove fragrance and in brilliant colors. We grow thousands of them because of their wonderful bloom and ease of culture.

PETER FISHER—New rose-pink. Fine grower.

SENATOR—Free flowering, pure white.

GOLDEN GLOW—Brilliant golden yellow.

BERKSHIRE HILLS—Fine salmon-pink.

SATELLITE—Strong growing, bright red.

PATRICIAN—Shining white flowers.

SPECTRUM SUPREME—Bright scarlet.

MAYTIME—Dainty, light pink.

BARBARA BRIGHAM—Variegated orange.

ROBERT ALWOOD—Brilliant red.

Prices: Carnations, strong pot plants, 15c each; any 4 for 50c, postpaid. Large field plants available after July 15th, 25c each; 3 for 60c, postpaid.

HARDY GARDEN IRIS

The Iris listed are the **newer** kinds that have definitely **proven** their merits. The gorgeous colorings of the immense flowers will prove a little breath taking, we know, if you have never before grown these improved kinds. Listed are the **new** fall-blooming Iris—blooming first in early spring, then again in fall; kinds intermediate in height and blooming 2 to 3 weeks ahead of the taller sorts; and, too, the dainty dwarfs bearing blooms a full month ahead of the taller varieties on stems 4 to 7 inches high.

CLARA NOYES—Sunset blend of orange, yellow, red. 32 inches. Midseason. 25c each; 6 for \$1.00, postpaid.

DAUNTLESS—Finest bright red. Purple undertone. 40 inches. Midseason. 25c each; 6 for \$1.00, postpaid.

DESERT GOLD—Fragrant, luminous yellow. Early. 35 inches. 25c each; 6 for \$1.00, postpaid.

BLACK WINGS—Midnight-blue with frosty lustre. 36 inches. Midseason. 30c each; 4 for \$1.00, postpaid.

INDIAN CHIEF—Lovely light violet and red. 40 inches. Midseason. 25c each; 6 for \$1.00, postpaid.

WAMBLISKA—Large stately white. 38 inches. Midseason. 25c each; 6 for \$1.00, postpaid.

DORCAS HUTCHESON—New. Fall blooming. Violet shading. 18 inches. Early. 30c each; 4 for \$1.00, postpaid.

ELEANOR ROOSEVELT—New. Fall blooming. Fluorite-purple. 26 in. Early. 30c each; 4 for \$1.00, postpaid.

SOUTHLAND—New. Fall blooming. Clear lemon-chrome-yellow. 28 inches. Early. 50c each, postpaid.

SPARK—Early blooming intermediate. Bright, rich red. 26 inches. 25c each; 6 for \$1.00, postpaid.

SUSA—Early blooming intermediate. Deep violet-rose. 24 inches. 25c each; 6 for \$1.00, postpaid.

EARLY FLOWERING DAINTY BABY IRIS
AMOENA BLEND, LEMON-YELLOW, GOLDEN, RUBY-RED, DEEP MAROON—Baby Iris, strong plants, 20c each; 3 for 50c; 8 for \$1.00, postpaid.



Lilies—

HARDY SNOW WHITE GARDEN LILIES

REGALE LILY—Most popular of all Lilies. Produces in midsummer an abundance of deliciously scented, trumpet-shaped flowers of ivory-white, tinted pink. Often-times as high as 8 gorgeous blooms on one stem. Absolutely hardy. **25c each; 3 for 65c, postpaid.**

Any
5 for
\$1.00

PHILIPPINE LILY—Bears large trumpet-shaped flowers of white, tinted reddish brown on outside. The long, slender stems, plus the exquisite curve of the petals gives a remarkably graceful appearance. **25c each; 3 for 65c, postpaid.**



Hardy Regale Lily

CANNAS ..

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical-like foliage, thriving under the hottest and driest conditions. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar.

KING HUMBERT—4 ft. Immense orange-scarlet. Bronze foliage.

KING MIDAS—5 ft. Orange-yellow.

YELLOW KING HUMBERT—4 ft. Green foliage.

APRICOT—3 ft. Bright apricot.

WYOMING—Tall. Orange flowers. Bronze foliage.

ROSAMOND COLES—2½ to 3 ft. Red edged with bluish-white.

EUREKA—3 ft. Large white.

Prices: 3 for 70c; 12 for \$2.25, postpaid.



Tuberose

Tuberases!

DWARF EXCELSIOR PEARL. Flowers pure white, very double, of immense size and sweetly scented. **5c each; 50c per doz., postpaid.**

ORANGE FLOWERED. Bears snowy white flowers. **7c each; 75c per doz., postpaid.**

NEW VARIEGATED LEAVED. The leaves are bordered with white; large, white flowers. **7c each; 75c per doz., postpaid.**



←
*Bed of
Cannas*

→
*Hydrangea,
Hills of
Snow*

Bargain Collection

We send postpaid, 6 Excelsior Pearl Tuberases, 3 Orange-Flowered, and 3 New Variegated Leaved. Twelve in all for 50c, postpaid.

HYDRANGEAS

BEAUTIFUL "HILLS OF SNOW"—The hardiest of shrubs. These plants thrill you the season through with an avalanche of snow-white blooms.

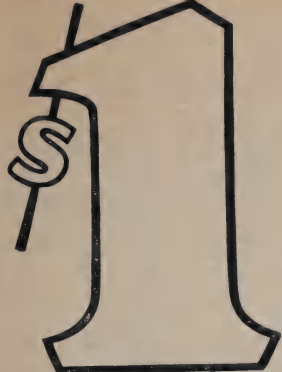
LOVELY HYDRANGEA P. G.—Immense white cone-shaped blooms that turn to soft shades of pink and bronze in early fall. Thrives in sun or partial shade. Most popular of late summer-blooming shrubs. Sturdy plants that will bloom this year.

1 Plant of
Each,
Postpaid

80c

Prices, Hydrangeas above, strong plants:
45c each; 3 for \$1.15, postpaid.





Bargains

That Save You Money

Real honest-to-goodness **bargains**—taken from our standard stock of fine plants. Every offer on this page is worth far more than the price asked . . . so don't fail to take advantage of these wonderful money-saving **bargains**!

GREAT TRIAL COLLECTION



Alex. H. Gray

Eight healthy, strong, sure-to-grow Roses—in all shades and colors.

CRIMSON BEAUTY—Improved Gruss an Tep-litz.

ALEX. H. GRAY—Gorgeous yellow.

BABY DOLL—Gold and crimson.

Five others, our selection, bush and climbing kinds, each individually labeled for only

\$1.00 Post-paid

CRIMSON BEAUTY Collection

Seven Everblooming Bush Roses,

Only \$1.00
Postpaid

CRIMSON BEAUTY — Large red.

LADY HILLINGDON—Apricot-orange.

MME. F. KRUGER—Salmon-pink.

BLUMENSCHMIDT—Yellow.

F. R. PATZER—Buff-pink.

Two other fine kinds, individually labeled, our selection. 2-year potted Roses, same varieties, only \$3.25, postpaid.



F. R. Patzer

12 Hardy CHRYSANTHEMUMS

1 **JEWEL**—Pink Button.

1 **JEAN TREADWAY** — Shell-pink.

1 **PINK CUSHION** — Famous early flowering pink.

1 **IRENE** — Dainty white Button.

1 **PSYCHE**—Dainty pink.

1 **R. MARION HATTON** —Clear yellow.

Six other fine varieties, individually labeled, our selection. Twelve sturdy Chrysanthemums, for —



\$1.00 Post-paid

SPECIAL PERENNIAL Collection

Five Sturdy Perennials, an entire perennial garden to give bloom the season through.

1 **GAILLARDIA, Goblin**—Blooms June till frost.

1 **GYPSOPHILA, Bristol Fairy**—Flowers the whole season through.

1 **DIANTHUS plumarius** —Everblooming.

1 **CARNATION, Crimson King**—Flowers all the time.

1 **ASTER, Harrington's Pink**—Delicate pink flowers in September.

Five Strong Perennials listed above—

\$1.38 Value
for ONLY



\$1.00 Post-paid

WONDER DELPHINIUM COLLECTION

Four gorgeous Delphiniums, \$1.00, postpaid.

1 **PACIFIC DOUBLE WHITE.**

1 **GOLD MEDAL HYBRID.**

1 **BLACKMORE AND LANGDON HYBRID.**

1 **BELLAMOSUM.** Deep blue.

These four great kinds for only

\$1.00 Post-paid



BRIARCLIFF SET OF ROSES

Six gorgeous Bush Roses, \$1.00, postpaid.

1 **BRIARCLIFF**—Silvery pink.

1 **LA CHAMPAGNE**—Salmon-buff.

1 **KOOTENAY** — Beautiful white.

1 **GRACE N. CROWELL**—Brilliant rose.

1 **DAVID O. DODD**—King of reds.

1 **LADY HILLINGDON**—Apricot-yellow.

These six fine varieties, only \$1.00, postpaid. Two-year potted Roses, same varieties, only \$3.25, postpaid.



Ile de France
Charming
Dubonnet

New

BUDDLEIAS

Yielding a host of beautiful cone-shaped blooms, Buddleias Charming and Ile de France will give flowers in abundance for the table bouquet and enrich, too, a garden corner with their colorful spikes and rich green foliage. Rightfully called the "butterfly bush,"

their blooms attract literally hundreds of butterflies of all colors which hover about the plants during their entire blooming season.

CHARMING—Bears graceful pink blooms from summer throughout autumn. The slender pointed spikes are well rounded and unusually long. The vigor of the plants makes Charming

easy to grow and insures that it will thrive in just ordinary soil. **35c each; 3 for \$1.00, postpaid.**

ILE DE FRANCE—Rich purple flowers and deep green foliage that are unsurpassed. The graceful blooms are produced in great abundance from August till heavy frost. Strong and vigorous growth. **30c each; 3 for 75c, postpaid.**

DUBONNET—Fine erect growth with heavy, leathery foliage. Flowers in August with long, well rounded spikes of rich Dubonnet-maroon-lilac. Flowers on the spikes are closely set, giving the tapering cylinders a firm, compact appearance. **35c each; 3 for \$1.00, postpaid.**

All 3 - ONE OF EACH
for Only 75c

Postpaid

THE SUPERB DAVID O. DODD COLLECTION



David O. Dodd



La Champagne



Dainty Baby Doll



Gruss an Teplitz

6 STRONG, VIGOROUS FIRST SIZE PLANTS \$1.25 Postpaid

Here is our choice, six best all-around Roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance and every imaginable color. Easy to grow, glorious flowers—all better types.

DAVID O. DODD—(See illustration.) Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

JEANNETTE HELLER—Healthiest, most beautiful fancy colored Rose. Full and double. Flowers immense. Color shell-pink, shading to delicate salmon-buff.

LA CHAMPAGNE—(See illustration.) Peach-colored flowers shading darker. Very large.

BABY DOLL—(See illustration.) Dainty, exquisite. Perfect miniature flowers. Every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous.

GRUSS AN TEPLITZ—(See illustration.) One of the world's 12 best Roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower. Hardy.

BLUMENSCHMIDT—Beautiful citron yellow shading to tender rose on outer petals.

SPECIAL OFFER

One each, strong vigorous, first size plants, 6 in all, for \$1.25, postpaid. The collection in heavy, 2-year plants, \$3.75, postpaid.

ORDER SHEET — 1942

HELLER BROS. CO.

P. J. Lynch & Sons
Owners

New Castle, Ind.

NEW CASTLE ROSE COMPANY

"ROSES OF NEW CASTLE"

Please Read Remit by Check, P. O. or Express Money Order, or Bank Draft. Send currency by Registered Mail. Credit accounts opened or goods shipped C. O. D. if references are furnished. Make all remittances payable to **HELLER BROTHERS COMPANY, New Castle, Indiana.**

Use this sheet for order only. Enclose a stamped, self-addressed envelope if you are including a letter to be answered.

Amount Enclosed \$.....

Date

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"I have tried your Roses under the most adverse conditions and have found them as hardy as oaks. The growth has been fine and the blooms wonderful. I am convinced that Roses grown by your method will far surpass in their life span and general hardiness any grafted or budded stock obtainable. I have been growing Roses for more than forty years and now have more than five hundred plants in my garden and have found 'Own root Roses' far superior to any other, while yours have been the best of 'Own Roots' I have tried."

This is, indeed, convincing testimony. Why don't you, too, insure your gardening pleasure by planting these "Famous Roses of New Castle" **now?** They have no equal in price or quality.

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On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H.T., Hybrid Teas; H.P., Hybrid Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M., Moss; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

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